



## Fact Sheet

### New Belgium Brewery, Fort Collins, Colorado

### US EPA Environmental Achievement Award

July 28, 2004

The New Belgium brewery -- the third largest brewery in Colorado, 12<sup>th</sup> largest in the nation, and the fifth largest craft brewery in the U.S. -- continues to exhibit an exemplary commitment to environmental stewardship. The company's Core Values and Beliefs identify "kindling social, environmental and cultural change as a business role model," and "minimizing resource consumption, maximizing energy efficiency and recycling" as central tenets. Adherence to these long-term principles is apparent in the decisions made by brewery owners and employees. New Belgium has a long history of environmental protection, including the following...

- New Belgium voluntarily built and operates a multi-million dollar Process Water Treatment Plant that captures biogas, which is then used to generate electricity for the brewery.
- The plant treats wastewater to a level cleaner than required; recaptures water for reuse in brewery processes (cooling, rinsing, etc.); and uses only gravity to move water through its treatment ponds. Over time the plant will pay for itself with these savings.
- Plant operations, including process and distribution systems, are continuously analyzed and refitted to meet the goals of minimizing resource consumption and maximizing energy efficiency and recycling.
- New Belgium was the first brewery in U.S. to use 100 percent wind-generated power and is the largest wind power consumer among U.S. breweries. Employees accepted pay cuts to finance the purchase of wind power.
- The new treatment plant generates and harnesses enough methane to run co-generator for an average of 5 hours per day, meeting about 10 percent of the brewery's overall power demand.
- The brewery was constructed on a 50-acre abandoned brownfield that was a former sugar beet processing plant. Brownfields are places where pollution or potential pollution from past activities can discourage redevelopment.
- The brewery employs extensive reuse/recycling programs at its production facility and offices.
- Brewing by-products (grain, slurry, etc) are stored and sold as cattle feed.
- The brewery is now using bio-diesel fuel in local delivery trucks.
- New Belgium is currently the largest private (non-clothing company) consumer of organic cotton in the U.S.
- The company is a strong supporter of other local and regional environmental groups and efforts.
- See <http://www.newbelgium.com/frames.html> for more information on NBB.